

## ABSTRACT OF THE DISCLOSURE

Printing apparatus and printing control method capable of high-speed printing without enlarging the size of a carriage driving motor and/or a power source. In a printing apparatus employing the printing control method, a carriage to which a printhead having a plurality of printing elements is mounted is reciprocally scanned, and printing is performed on a printing medium during acceleration, deceleration, and constant-speed movement of the carriage. In such printing, print data for one scan is stored in a buffer, and at least a part of the print data, stored in the buffer, that causes the printhead to perform printing during carriage acceleration is counted. The counted value is compared with a predetermined threshold value. Based on the result of comparison, it is controlled to change the number of printing elements used in printing for one scan of the carriage.